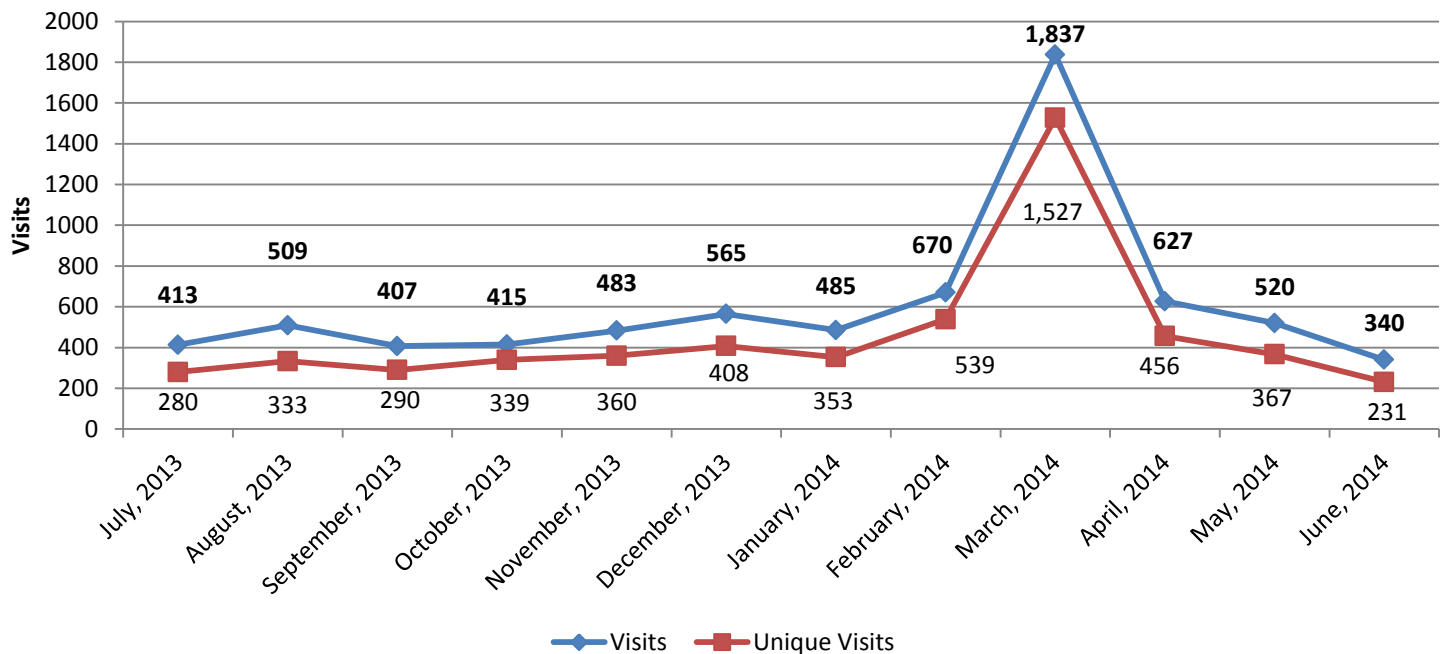


ATTACHMENT D ANALYTICS

Parents LEAD Monthly Report

July 2014

Parents LEAD Website Visits



- **“Visits”** are the total number of visits to ParentsLEAD.org during that month
- **“Unique Visitors”** is the number of unduplicated visitors to ParentsLEAD.org during that month

Most Viewed Pages in June 2014

- 1) Homepage
- 2) Handouts and Resources
- 3) ND Alcohol Laws
- 4) Is My Son or Daughter Using
- 5) Toddlers

Where the Hits Came From

- 1) Bismarck (123 hits)
- 2) Fargo (31 hits)
- 3) Bloomington (17)
- 4) Grand Forks (15 hits)
- 5) Minot (7 hits)

Promotional Efforts (June 2014)

6/4/14: Renville County Farmer Article

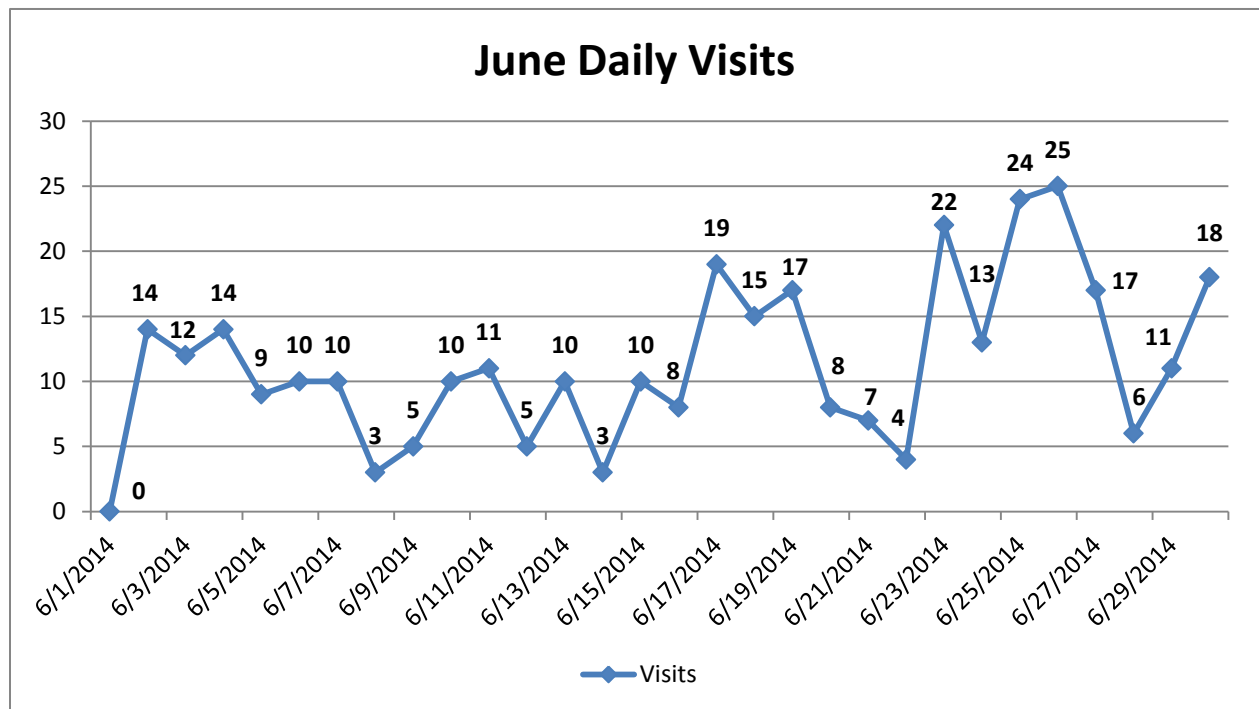
6/9 – 6/12/14: Parents LEAD Presentation at the SPF SIG Planning Training (Pam Sagness)

6/11/14: Renville County Farmer Article

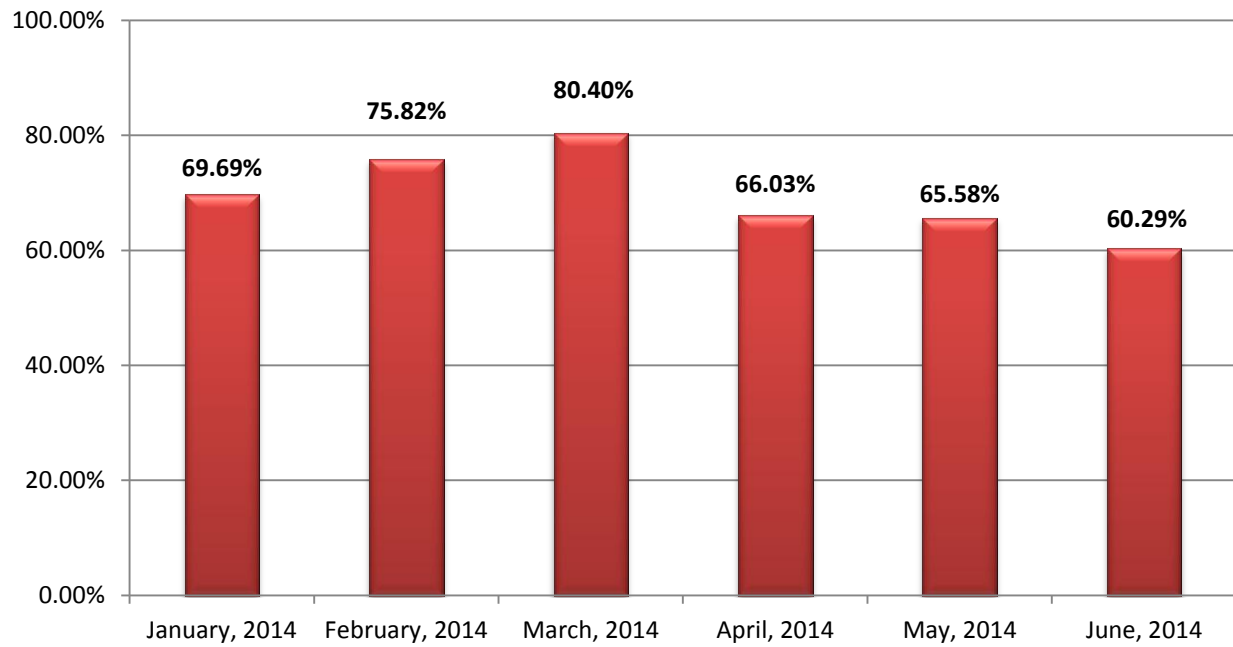
6/17 – 6/30/14: Parents LEAD Facebook Page Advertisement on Facebook

6/18/14: Renville County Farmer Article

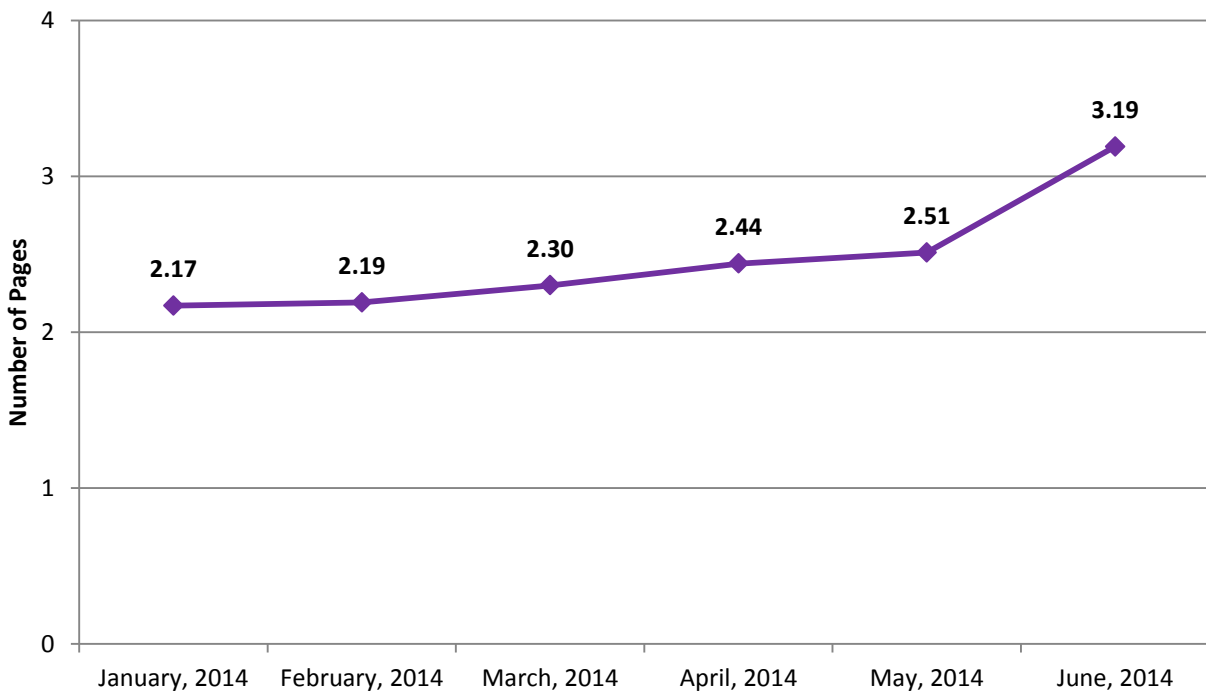
6/25/14: Renville County Farmer Article

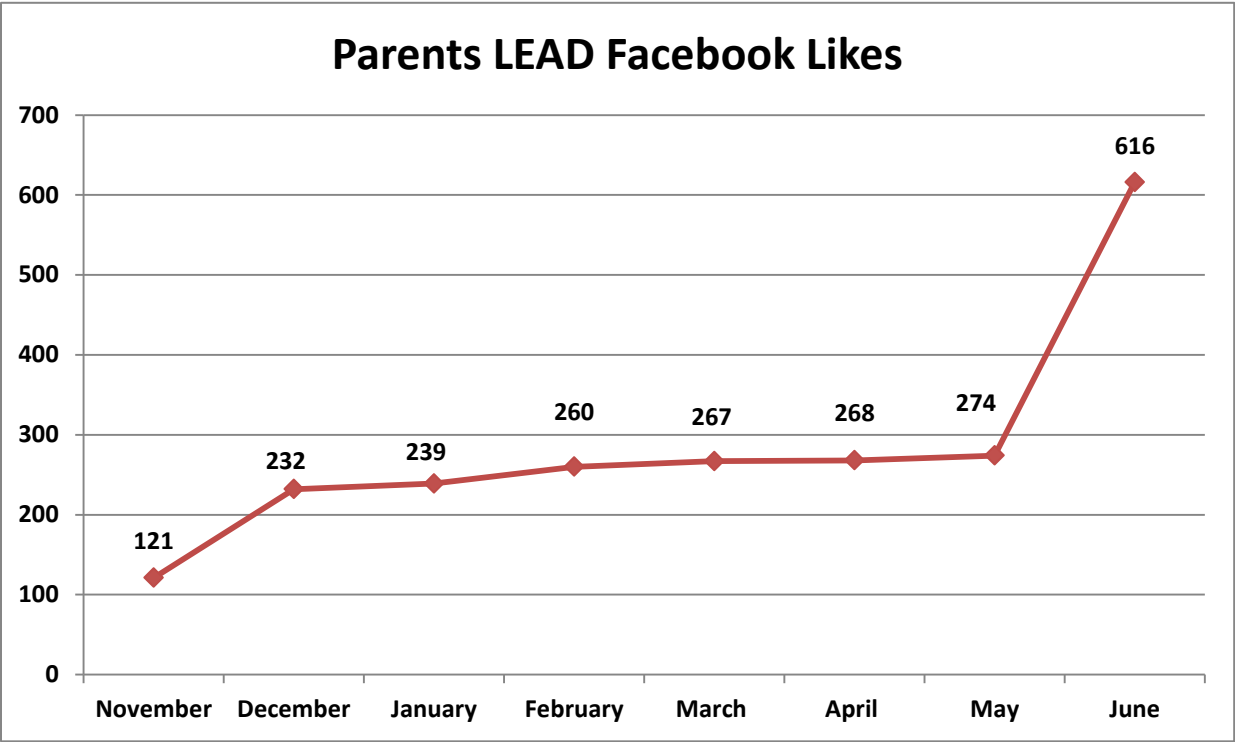


Percent of New Visitors

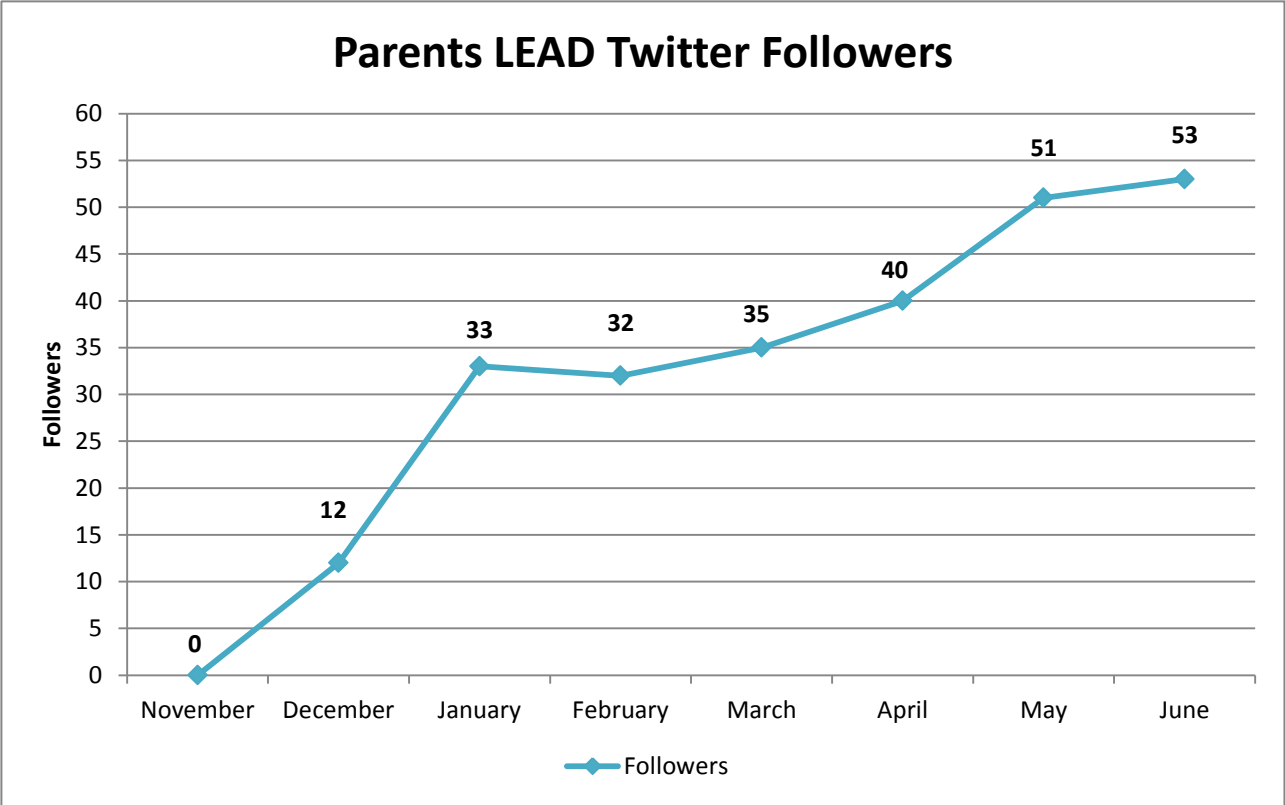


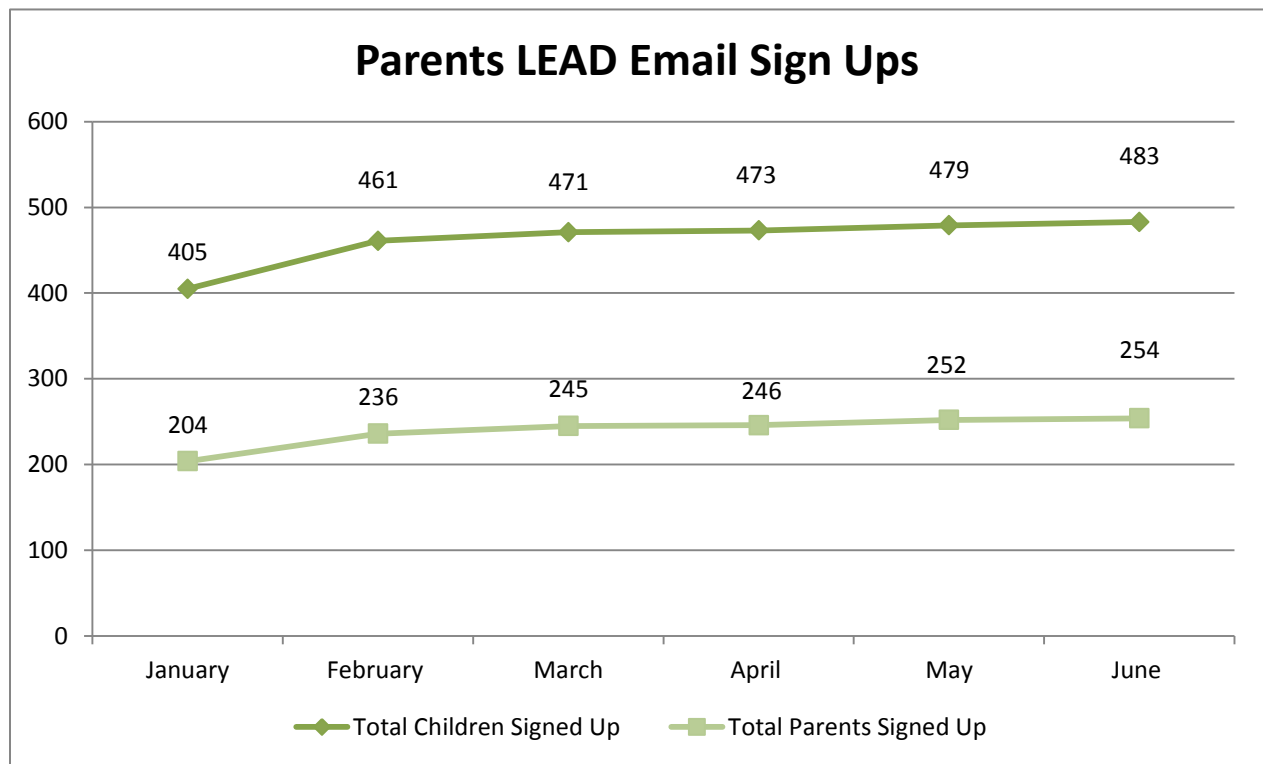
Average Number of Pages Per Visit





Parents LEAD advertisements were run on Facebook to promote the Parents LEAD Facebook page from 6/17/14 to 6/30/14





Parents LEAD Emails were not promoted during the month of June